

**Community Outreach and Education Recommendations
to the
Louisville Metro Tree Advisory Commission
10/23/12**

The Community Outreach and Education Committee recommends that the LMTAC send the following community outreach framework to the mayor and request feedback that will guide our work to further develop a plan to educate the community regarding the value of trees and proper ways to plant, maintain, and remove trees.

The framework we suggest includes outreach activities implemented at a variety of levels, going from community-wide to neighborhood/organizational to individual residents. Specifically, this plan ranges from broad-based messaging to promote the idea that trees are a valuable asset to our community, to reaching out to neighborhood associations and other community groups to help them understand the benefits of trees and how they can grow and protect the canopy in their area, to educating individuals on the proper planting, placement, and maintenance of trees as trained tree stewards. The outline below lays out this recommended framework with examples of activities at each level.

- Community-wide messaging
 - Create a brand for the efforts of the Commission to advocate for the ongoing renewal of Louisville's tree canopy. This would include a recognizable image and message that will appeal to a very broad audience and be a focal point for community support for efforts to protect and improve our canopy. Its aim would be to remind people to value our trees and recognize them as assets to our community.
 - Create a marketing campaign that reaches people through radio, TV, internet, and print media.
 - Create an interactive and engaging Facebook page under this brand.
 - Continue development and support for a mobile app and corresponding website that "crowd-sources" tree identification and inventorying in Jefferson County.
 - Potentially, a well-designed brand could be used in fundraising efforts, *e.g.*, branding fundraising events, sale of goods emblazoned with the logo image (bumper stickers, yard signs, t-shirts, etc.), recognition gifts for large donors, etc.
 - Issue press releases to raise awareness of planting projects and learning opportunities.
- Reaching out to neighborhoods/organizations/etc.
 - Present to community groups, schools, Girl Scouts/Boy Scouts, schools, and other similar organizations on the benefits of trees and what individuals can do to help our urban tree canopy. (Example of a basic presentation attached.)
 - Present information to and empower neighborhood associations to protect and grow their tree canopy. This would include assistance in developing planting and maintenance programs.
 - Provide newsletter articles and other resources to organizations wanting to promote trees to their members.
- Educating the individual
 - Create and institutionalize a tree stewardship program with multiple levels of education available. Individuals would go from a basic level class, to intermediate, and on to advanced, as they are able and interested. This would disseminate tree planting and maintenance knowledge throughout the community, growing our collective capacity to care for our existing canopy and increase it in a sustainable way.